ABSTRACT

The habit of chewing betel quid continues to increase regardless of the deliberate oral health dangers brought to the individual. Even with proven association with such oral health diseases, most researches so far have been focusing on its prevalence and genetic aspects and a very limited work has been done on it psychological and behavioral component. With this, evaluating the profile of the individuals who generally chew, considering age, ethnicity and educational attainment while looking into the factors that influence the habit, is thus necessary at a local scale. The research study adopted a descriptive mixed quantitative and qualitative design utilizing a survey study approach in a purposive sampling method among 40 male Muslims in Barangays Baliwasan and Campo Islam, Zamboanga City. Results revealed that peer pressure initiated an individual to engage into chewing betel quid and find it difficult to quit from the moment they tried. Despite the negative effects, they still continue to chew because it makes them feel good subsequently. Results also implied that the respondents were not aware of the listed harmful effects of chewing betel quid. Among the determinants, the environment greatly affects the person’s engagement to the habit. But psychological factor leads to the commitment to the habit because of the alternative feeling gained from smoking that makes them want to continue. These determinants confirmed the need for a health education program dealing with the health risks of betel quid chewing, which emphasizes the associated oral health dangers of this habit.

Keywords: betel quid, oral health, determinants, habit, peer pressure